



SPONSORSHIP OPPORTUNITIES

The Lake Macquarie Business Excellence Awards were launched on Wednesday 5 December 2011 by the Mayor, Councillor Greg Piper.

The Awards are an initiative of the Business Growth Centre in partnership with the 7 business chambers which surround Lake Macquarie, namely Warners Bay, Charlestown, Belmont, Swansea, Southlake (Morisset and Cooranbong), Toronto and Cardiff-Glendale.

The Awards are all about celebrating doing business in Lake Macquarie. Celebrating what we do well, showcasing our success and indirectly encouraging other businesses to strive for excellence.

The Awards are open to the 12,000 businesses in Lake Macquarie, and we will be encouraging small and medium businesses to enter.

The Lake Macquarie Business Awards are not about popularity, they are about demonstrated excellence across several business 'functionalities'.

The Awards will also recognise the not for profit and charity sectors as well as New Businesses and Young Entrepreneurs.



We are delighted that Lake Macquarie City Council has been very supportive by providing seed sponsorship to get the Awards underway. The seven Lake Macquarie Business Chambers are also sponsoring the Awards.

The **Newcastle Herald, The Star and The Lakes Mail** will be the Awards print media partners.

The Sponsors will be announced at the launch of the Awards website, www.lmbea.com.au on 1 February 2012 at the Lake Macquarie Business Breakfast.

Entries open 1 March and close on 1 May, 2012. The Gala Awards Dinner will be held in mid July 2012 at a venue in Lake Macquarie featuring local artists.

The Awards are being managed on a not-for-profit basis.

AWARD CATEGORIES

Excellence in...

1. Branding and Marketing
2. Sustainable Business Practices
3. Business Systems
4. Innovation
5. Art and Cultural Innovation
6. Workforce Training and Development
7. Entrepreneurship
8. Customer Service (by the whole business)
9. Customer Service (by an individual employee)
10. Exporting
11. Not for Profit & Charity
12. New Business Commencement (first year of operation)
13. Young Entrepreneurship (under 25)

Major Awards-

14. **Lake Macquarie Business Person of the Year**
15. **Lake Macquarie Business of the Year**

SPONSORSHIP PACKAGES

Major Sponsor (one only)	\$15,000
Support Sponsor (two)	\$5,000
Business Person of the Year Award (one only)	\$2,000
Business of the Year Award (one only)	\$2,000
Category Sponsors x 13 (each)	\$1,000

SPONSORSHIP BENEFITS

Major Sponsor- \$15,000 investment

- Exclusive title of Major Sponsor
- Major Sponsor title on your company's marketing material
- Opportunity to present the Award to the recipient
- Logo displayed on screen before, during and after award is presented
- Logo prominently displayed in Awards Program
- Acknowledgement as a sponsor on the LMBEA website and associated/linked websites
- Logo on event material
- Photo opportunity with Award recipient
- 8 tickets to Awards Dinner
- Acknowledgement in all media releases
- Editorial and advertorial material in Awards publications
- Banner display at Award functions and Dinner

Support Sponsor- \$5,000 investment

- Sponsor title on your company's marketing material
- Opportunity to present the Award to the recipient
- Logo displayed on screen before, during and after award is presented
- Preferential positioning of Logo in Awards Program
- Acknowledgement as a sponsor on the LMBEA website and associated/linked websites
- Logo on event material
- Photo opportunity with Award recipient
- 4 tickets to Awards Dinner

Business Person of the Year Award- \$2,000 investment

- Sponsor title on your company's marketing material
- Opportunity to present the Award to the recipient
- Logo displayed on screen while award is presented
- Logo in Awards Program
- Acknowledgement as a sponsor on the LMBEA website and associated/linked websites
- Logo on event material
- Photo opportunity with Award recipient
- 2 tickets to Awards Dinner

Business of the Year Award - \$2,000 investment

- Sponsor title on your company's marketing material
- Opportunity to present the Award to the recipient
- Logo displayed on screen while Award is presented
- Logo in Awards Program
- Acknowledgement as a sponsor on the LMBEA website and associated/linked websites
- Logo on event material
- Photo opportunity with Award recipient
- 2 tickets to Awards Dinner

Category Sponsor (13) - \$1,000 investment

- Sponsor title on your company's marketing material
- Opportunity to present the Award to the recipient
- Logo displayed on screen while Award is presented
- Logo in Awards Program
- Acknowledgement as a sponsor on the LMBEA website and associated/linked websites
- Logo on event material
- Photo opportunity with Award recipient

For sponsors wanting to establish a long term association with the Lake Macquarie Business Excellence Awards, we will negotiate a sponsorship package over a number of years.

Sponsorships will be assigned as a 'first in' basis.

Sponsorship will be secured upon payment of the agreed amount within 5 working days.

AWARD PRIZES

Where appropriate, we will accept prizes from sponsors which will be assigned to particular Awards. Some examples-

- a media outlet providing an advertising campaign to a specified value
- a tourism operator offering a package to a specified value
- accommodation provider or restaurant offering a package to a specified value
- a professional services business (accountant, consultant, advisor or mentor) providing a package to a specified value

MEDIA PARTNERSHIPS

We acknowledge the role of the media in promoting the Awards. We invite Expressions of Interest from Radio and TV media as media partners. These packages will be negotiated on an individual basis.

ENQUIRIES AND EXPRESSIONS OF INTEREST

Please contact-

Brett Gleeson

Manager

49423133

brett@mybgc.org.au